

Heat pump water heater social media copy library

Copy in this document can be used for promotional messaging for heat pump water heater incentive promotions to share on social media alongside promotional images available in the residential marketing toolkit.

1. Heat pump water heaters are ultra-efficient, high performing and reliable. Best of all, they provide big savings.
2. Spending more time at home? Chances are you're using more hot water. Upgrade to a heat pump water heater and lock in reliable water heating and lower electric bills for years to come.
3. Start reducing your bill right away with utility rebates for a qualifying heat pump water heater. It provides the same reliable hot water as a standard electric water heater, but saves money through energy-efficient technology.
4. There's no better time than now to improve your comfort. Replacing your older model water heater with a heat pump water heater will improve your comfort — while reducing water heating costs.
5. Think efficiency is the only thing heat pump water heaters have going for them? They actually generate more hot water per hour than similarly sized conventional water heaters, have great warranties, and provide big savings.
6. Protect yourself from cold showers, flooding and emergency replacements by switching to a heat pump water heater. The average insurance claim for water damage due to a failed water heater is \$4,000. Replacing your water heater now will help you avoid these messy situations altogether.
7. A conventional electric water heater uses more energy than a refrigerator, dishwasher, clothes washer and dryer combined. Heat pump water heaters work differently, using just a fraction of the energy and saving thousands of dollars on your electric bill over time.
8. Heat pump water heaters are 2-3x more efficient than traditional tank water heaters.

Social Media Images

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